

DELAWARE HISPANIC COMMISSION  
SUBCOMMITTEE-ECONOMIC DEVELOPMENT  
MEETING MINUTES  
MAY 22, 2012  
Delaware Economic Development Office

PRESENT:

Sonia Aguilar, DEDO  
Ken Anderson, DEDO  
Javier Torrijos, Del DOT  
Rob Heflin, Perdue  
Bob O'Brien, SCORE  
Bobbie Schmittinger, YWCA

Lillie Crawford, DCED  
Jim Provo, SBA  
Barbara Necarsulmer, SBTDC  
William Pickrum, GSS/OMB  
Bruce Krug, GSS/OMB  
Miguel Gonzalez, Wells Fargo

The meeting began with introductions. Minutes of the last meeting were approved as written.

Sonia began the meeting with a brief review of the purpose of this committee and the accomplishments thus far:

- Getting acquainted with our audience (Data reports on the Hispanic population in Kent & Sussex counties)
- Goal – Focus on Economic Development through Small Business creation which in-turn will foster job creation.
- We determined a need for a Small Business Representative to have a focused presence in the community to gain their trust, provide guidance and create a pipeline to the numerous organizations and resources within the State.
- Deliver a 5 part series on “Starting a Small Business” both in English & Spanish
- Gain a better understanding of the organizations currently focused on small business creation and if appropriate leverage their expertise and resources by working together to meet this goal.

Sonia gave the organizations an opportunity to discuss information on the services they offer and how their services relate to the Hispanic population.

SCORE- Is a free business counseling service that began in Wilmington in the 1950's. It is a nationwide all volunteer organization that has approximately 13,500 counselors; there are approximately 32 counselors in Delaware with 10 in Kent and Sussex County and the remainder in New Castle County. There is no fee for their services, only for workshops. At this time they do not have any Spanish speaking counselors and do not have any workshops that are done in Spanish. The national SCORE has done PSAs in Spanish; one is aimed at getting the Hispanic population to become clients of SCORE to help them grow their business and the other is aimed at getting Spanish speaking volunteers for SCORE. They are looking for opportunities to recruit Spanish speaking counselors.

YWCA- YWCA Delaware is a nonprofit organization that is committed to community service focusing on the special needs of women. They assist in attaining life-changing skills, building healthy relationships, with a focus on racial equity and advancing women and their families

economically. They offer several workshops at no fee or low fee and offer scholarships for the workshops that have fees. They have a free business assessment and basics class that gives them an overview of what is involved in creating and operating a business. After that class, if they are still interested in starting a business they are offered the 8 week business plan development series. If they follow the steps outlined in the course they will have a bank ready business plan at the end of the 8 weeks. They also have other programs at the YWCA such as financial counselors, home ownership counselors and foreclosure prevention counselors. There are Spanish speaking credit counselors and they offer courses in credit counseling in Spanish as well as home ownership courses in Spanish. They do not have the business development courses in Spanish but they do have Spanish speaking counselors that could assist individuals that needed assistance. Many of their brochures have been translated into Spanish. There is also advanced business planning and counseling available to established businesses to help them take their business to the next level. They also have the DCWEdge workshops that are held monthly and are on a variety of business related topics. The YWCA Center for Women's Entrepreneurship has locations in Newark and in Georgetown.

Small Business Administration (SBA) – Helps fund the smaller business assistance organizations as well as small businesses. At this time they do not have a Spanish speaking person on staff. SBA works with several of the Spanish speaking media organizations to help get word out about the SBA programs to the Hispanic population, especially 8A. SBA also helps support the micro loan programs that are focused on minority and women owned businesses. They have a SBA resource guide in Spanish.

Office of Management & Budget (OMB) – The Contracting unit within Government Support Services manages all statewide contracts for goods and services and administers agency contracts, as requested. This team is the State of Delaware's central contracting unit that acts on behalf of State agencies, local government units, authorized volunteer fire companies, and School Districts. OMB-GSS does aggressive outreach to the local business community in Delaware to make them aware of the process and to encourage them to participate in the vendor program. They do have a vendor subscription service that any company can sign up for any industry classifications that they desire. These businesses are notified when bids have been requested for their industry code. OMB-GSS does specifically encourage minority, women and veteran owned businesses to subscribe. More information can be found at [www.mymarketplace.delaware.gov](http://www.mymarketplace.delaware.gov). OMB-GSS has held a vendor fair with limited success. The purpose of this fair is to educate vendors and potential vendors of the State procurement process and hopefully make them more successful in the bid process. They are in the process of reviewing and modifying this event with the hopes of getting a better turnout.

Delaware State University Center for Enterprise Development (DCED) – Is a sponsored program at DSU with their primary funding from the USDA. They target the minority, disadvantaged and economically challenged population. They do business counseling, workshops and some specialized training. They have a mobile entrepreneurial training bus that conducts workshops on site throughout Delaware. DCED has considered doing some training targeted at the Hispanic population through the BTOP grant program at libraries in Delaware. DCED stated that there are

many opportunities out there to partner with existing programs and organizations to reach out to the Hispanic population. They have done most of their work with start-ups; those in the very early stages of business development. They also have youth entrepreneurial development camps.

Small Business Technology Development Center (SBTDC) - SBTDC offers free and confidential business advisory services, a wide range of low cost training programs and events, assistance with government procurement and technology commercialization, as well as a host of information resources. The SBTDC, which operates in partnership with the University of Delaware and Delaware State University can turn to faculty, students, and state-of-the-art library facilities to answer business questions. In addition, the SBTDC can access a national network of over 4,000 professional business consultants as well as a national research clearinghouse to meet the unique needs of Delaware's businesses. They do business counseling and training, and work with other business development partners to assist individuals without duplicating services that are offered at other organizations. The majority of their work is done with existing businesses. They have offices in all 3 counties. There is some on line programs that can be found on their website: [www.dsbtcd.org](http://www.dsbtcd.org).

All the organizations present agreed that at this time there is not a need for programs specifically aimed at the Hispanic population within each organization. The group felt that it is imperative to gain the trust and credibility of the Hispanic population before the programs will be fully utilized.

Sonia suggests that we should invite some of the community leaders to the next meeting to gain their perspective of how to best move forward. After that meeting an outline for moving forward can be developed.

Sonia reviewed the statistical report that was prepared by Ed Simon.

## **DATA TRENDS**

- Rapid growth 98.1% increase over 2000 – 2010(data source census 2000 - American Fact Finder 2010) Question: Did they actually grow fast or is the data more accurate?
- Kaufman Study reveals double-digit growth trends to promote entrepreneurial activity.
- 50% of the Hispanic population is under the age of 25.
  - 25-54 age groups tend to start small business, which represents 41.3% of the total Hispanic population in DE.
- Hispanic owned businesses
  - Grew from 879 in 2002 to 1,535 (counting self-employed) in 2007. DE growth rate of 74.6% compared to U.S. rate of growth 43.7%
  - Top industry sectors are Construction, Services, Health Care, and Administration. Support and Waste Mgmt., Wholesale & Retail Trade, Leisure & Hospitality, Transportation & Warehousing, Professional, Scientific and Professional Services.

- Education

- 61.4 % High School graduate or higher
- 14.5% Bachelor's degree or higher

Language Barrier

Total Population age 5 and above 64,753 (language spoken at home by ability to speak English---50.63% speak English either very well or well

Speak Spanish	48,155
Speak English very well	22,842
Speak English Well	9,941
Speak English Not Well	9,826
Speak English Not at all	8,546
Speak other language	24

- Unemployment Rate

- 8.3% DE Hispanic population in 2011

- Major DE Hispanic Occupational Employment Groups-Civilian

- Management, business, science, and arts
- Service Occupations
- Sales and Office
- Construction and Maintenance
- Production, transportation and material moving

**Next meeting will be June 19<sup>th</sup>, 10:30am – 12:30 pm, DEDO, Dover**

Future meeting dates:

- July 10<sup>th</sup> 10:30 am – 12:30 pm, DEDO, Dover
- July 24<sup>th</sup> 10:30am – 12:30 pm, DEDO, Dover
- August 14<sup>th</sup> 10:30am – 12:30 pm, DEDO, Dover
- August 28<sup>th</sup> 10:30am – 12:30 pm, DEDO, Dover

**\*\* For future planning, we will try to keep meeting on a bi-weekly basis**